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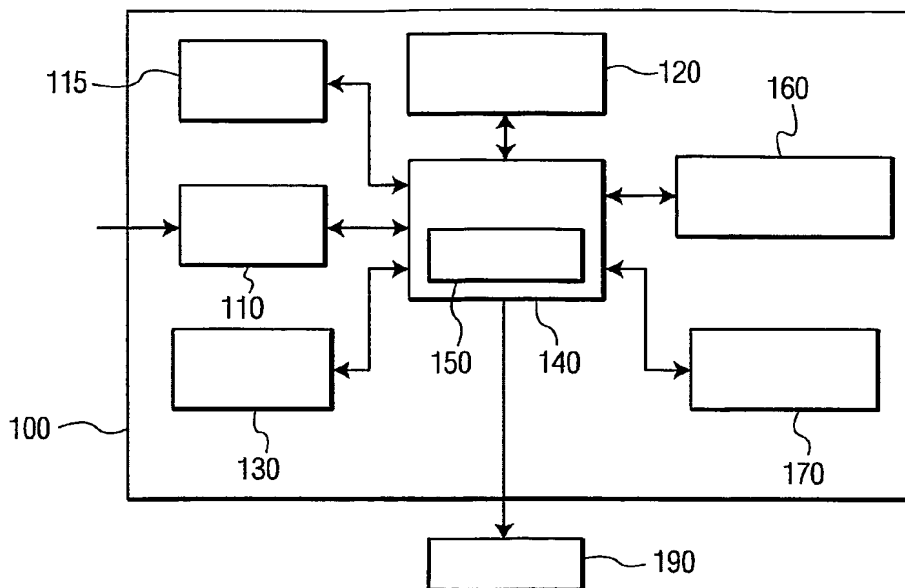
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(54) Title: TWO-STEP COMMERCIAL RECOMMENDATION



(57) Abstract: Commercials are recommended for insertion into audio and/or video programs. A two-step linking between the user (205) and a set of commercials (260, 262, 264, 266) is provided. A preference score indicates how much the user likes each of the programs (210, 212, 214, 216, 218). This can be achieved, e.g., using a program recommender (160). A commercial classifier (170) uses the advertiser's knowledge to provide a correlation factor that indicates an effectiveness of a commercial relative to a program. An effectiveness metric (E) may be obtained for each commercial that indicates the effectiveness of the commercial relative to the specific user by summing, over each program, a product of the preference score and the correlation factor.

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**Declarations under Rule 4.17:**

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ,*

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- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations*

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